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MARCH 1964

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**CONSUMER PURCHASES OF**

# **CITRUS**

- **Fruit**

- **Juices**

- **Drinks**

**AND OTHER PRODUCTS**

CPFJ-152

U. S. DEPARTMENT OF AGRICULTURE  
Economic Research Service in Cooperation  
with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

## CONTENTS

	Page
Highlights .....	3
Frozen concentrated juices .....	4
Frozen concentrated fruit drinks .....	6
Single-strength juices .....	7
Canned single-strength fruit drinks .....	11
Citrus salads and sections .....	12
Fresh oranges and grapefruit .....	13

## Tables and Figures

Frozen concentrated orange juice .....	15
Frozen concentrated orange juice in freeze and recovery years .....	16
Chilled orange juice .....	17
Canned single-strength orange juice .....	18
Canned single-strength grapefruit juice .....	19
Prune juice .....	20
Canned grapefruit sections .....	21
Frozen concentrated fruit drinks .....	22
Other frozen concentrated and canned single-strength juices .....	23
Chilled citrus salads and sections .....	23
Total canned single-strength juices .....	24
Canned single-strength fruit drinks .....	24
Fresh oranges .....	25
Fresh grapefruit .....	25
Total purchases of orange and grapefruit juices, other juices, and fruit drinks .....	26
Prices paid per 6-ounce serving .....	27
Expenditures per buying family .....	28
Consumer expenditures by product .....	29
Summary of purchases .....	30
Consumer purchases (figure) .....	31
Percentage of families buying (figure) .....	31
Consumer expenditures (figure) .....	32

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

July 1964



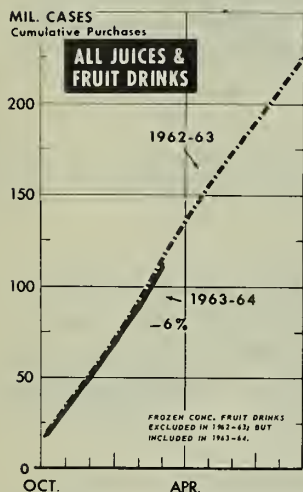
# CONSUMER PURCHASES OF CITRUS FRUIT, JUICES, DRINKS, AND OTHER PRODUCTS MARCH 1964

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

## HIGHLIGHTS

Consumer purchases of frozen concentrated juices, single-strength juices, and canned single-strength fruit drinks in March 1964 were down 14 percent -- 3 million cases equivalent single-strength -- from the same month of 1963.



## March -- 1,000 Cases

	1963	1964	Change
Citrus juices	8,192	5,739	-30 %
Prune juice	719	824	+15 %
Other juices	7,553	6,101	-19 %
Canned fruit drinks	4,703	5,471	+16 %
	21,167	18,135	-14 %

Consumers also bought the equivalent of 1.5 million cases of frozen concentrated fruit drinks in March. Frozen orange drink accounted for 37 percent of this amount. Comparable data are not available for a year earlier.

Purchases of prune juice and canned fruit drinks stayed close to peak levels in March, but movement of other products was down 15 to 54 percent. The largest declines were reported for orange and grapefruit items, which remained in short supply because of continuing effects of the December 1962 freeze.

Purchases of frozen concentrated orange juice were down 28 percent; chilled orange juice, down 24 percent; canned orange juice, down 54 percent; and canned grapefruit juice, down 25 percent.

Consumption of noncitrus frozen concentrated juices and noncitrus canned single-strength juices other than prune

were down sharply from the strong market that developed after the freeze.

Cumulative purchases of juices and fruit drinks in the first half of the current reporting year (begun October 1963) were off 6 percent -- 7 million cases -- from the corresponding period of 1962-63. (See figure in margin.)

Retail prices of juices and fruit drinks were up 8 percent from last March to 5.3 cents per 6-ounce serving, with advances reported for all products except prune juice, which was less expensive. Expenditures for prune juice and canned fruit drinks held above year-earlier levels, but amounts spent for other products were down.

Purchases of fresh oranges were double the year-earlier volume. Expenditures were up more moderately, however, since prices were substantially lower. Purchases and expenditures for fresh grapefruit also were considerably above year-earlier levels.

Retail sales of canned grapefruit sections and chilled citrus salads and sections were down substantially from a year earlier. And although prices were higher, consumer expenditures continued to trail year-earlier amounts.

#### FROZEN CONCENTRATED JUICES

##### 20 Percent of Families Buy FCOJ

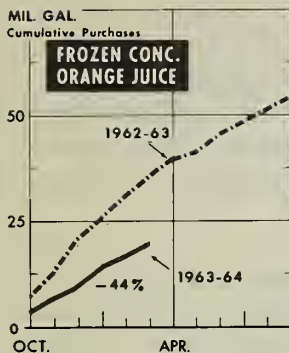
The quantity of frozen concentrated orange juice bought for home use in March 1964 was down sharply to the lowest level reported for this month since the early 1950's. Prices were high, however, and the relative decline in consumer expenditures was more moderate. 1/

The downturn in purchases of frozen concentrated orange juice, as well as of other orange and grapefruit products, stemmed from Florida's citrus-damaging freeze in December 1962. Since then, supplies of fresh and processed oranges and grapefruit have been well below usual levels.

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1/ Monthly and cumulative purchases and expenditures for all products are for 4-week (28 days) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. In computing purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink were converted at 4 to 1; other frozen concentrated fruit drinks were converted at 4.7 to 1. Because of the inclusion of frozen concentrated fruit drinks, data on total purchases and share of market are not comparable with those published through September 1963.



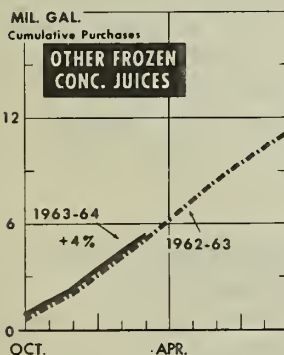


March purchases of frozen concentrated orange juice were off 28 percent -- 1.4 million gallons -- from a year earlier and were down still more from the 1957-61 average for the month. Nevertheless, this product and "other" frozen concentrated fruit drinks were the only ones bought in larger volume than in the preceding month. The setback from last March reflected a decline in the number of buyers -- to 20 percent of the Nation's families from 28 percent a year earlier and 31 percent 2 years earlier. This loss was amplified by a moderate decline in the size of purchase to 6.4 cans per buying family. Both components of retail sales have held about the same for several months. (See tables 1, 1A, and figures 7-9.)

Shoppers paid 27.4 cents for a 6-ounce can of the frozen concentrate in March compared with 23.2 cents a year earlier, and 16 cents prior to the freeze. Expenditures per buying family were up 13 percent to a new high of \$1.75. But since relatively few families bought, total consumer outlay was down 15 percent from last March. (See tables 15-17.)

Cumulative purchases in the first half of the reporting year begun October 1963 were off 44 percent -- 15.6 million gallons -- from the corresponding period of 1962-63. (See figure in margin.) Cumulative expenditures were down 17 percent or \$23.8 million.

#### Sales of Other Frozen Concentrated Juices on Downturn



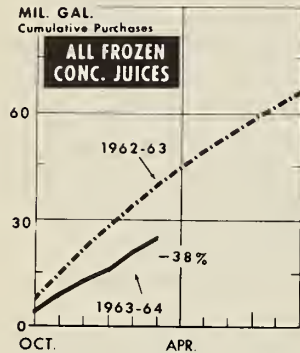
Consumer purchases of other frozen concentrated juices such as grape, grapefruit, tangerine, and blends, were off 15 percent -- 162,000 gallons -- from March 1963. This was the third straight month that purchases were down from the high levels that followed the freeze. (See tables 8, 15 and 17.)

About 7.6 percent of the Nation's families bought one or more of the juices included in the product group, only one-third as many as bought frozen concentrated orange juice.

Prices paid for other frozen juices were up 13 percent from last March to 21.6 cents per 6-ounce can, the highest reported for several years. The average buyer spent \$1.03 for them, about the same as for canned orange juice, but substantially less than spent for frozen concentrated orange juice. Total consumer outlay in March was moderately below the year-earlier amount.

October-March cumulative purchases were up 4 percent from the same period of 1962-63; cumulative expenditures, however, were up 20 percent as a result of higher prices.

## Use of Total Frozen Concentrated Juices Off 26 Percent



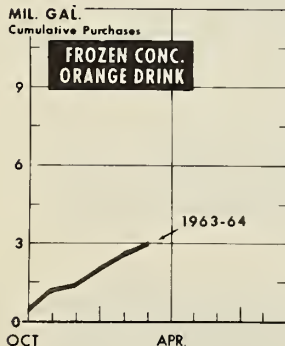
The total quantity of frozen concentrated juices bought for family use in March 1964 was down 26 percent -- 1.5 million gallons -- from a year earlier, and was down still more from 2 years earlier. Use of canned single-strength juices also was below year-earlier and prefreeze levels. On the other hand, consumers are buying canned single-strength fruit drinks in ever-increasing volume. (See tables 10 and 14 and figures 7-9.)

Prices paid for frozen concentrated juices averaged 26.2 cents per 6-ounce can, up 17 percent from last March, but about the same as in most months after that time. Since the relative advance in price was not as large as the decline in purchases, consumer outlay was down 13 percent from a year earlier, and down 10 percent from 2 years earlier. (See tables 15 and 17.)

October-March cumulative purchases were off 38 percent -- 15.4 million gallons -- from the corresponding 6 months of 1962-63. (See figure in margin.) And cumulative expenditures were down 12 percent or \$19.8 million. In comparison, cumulative expenditures for canned fruit drinks were up 34 percent or \$22.2 million.

## FROZEN CONCENTRATED FRUIT DRINKS

### Market for Frozen Concentrated Orange Drink Down from February



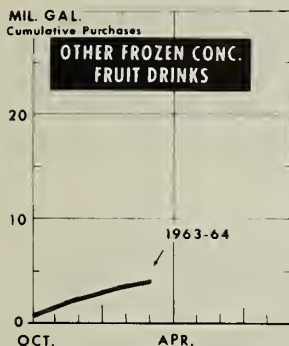
March purchases of frozen concentrated orange drink were off 21 percent -- 121,000 gallons -- from February, but were still slightly larger than in April 1963, when these data first became available. This drink accounted for 2.8 percent of the total quantity of juices and fruit drinks bought in March. Only canned single-strength orange juice had a smaller share of market. (See table 7, and figures 7-9.)

About 3.7 percent of families used frozen orange drink in March compared with 4.7 percent in February, and 6 percent in August when movement was the heaviest recorded. The size of purchase (4.6 cans per buying family) was about the same.

Prices paid for frozen orange drink were up slightly from February to 17.7 cents per 6-ounce can. The typical buyer spent 82 cents for it, less than half as much as he spent for frozen concentrated orange juice.



## Use of Other Frozen Drinks Increases

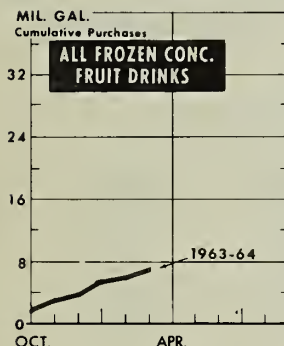


The quantity of all other frozen concentrated fruit drinks, such as grape, lemonade, pineapple-grapefruit and other blends, bought for home use in March was up rather sharply from February. In contrast, purchases of most competitors were down from the preceding month. (See table 7.)

The gain over February was generated by an increase in the number of buyers, along with a larger size of purchase. Comparable data are not available for a year earlier.

Prices paid in retail food outlets for these frozen drinks were down a little from January and February to 14 cents per 6-ounce can. This was the lowest price reported for any juice or drink. Those who bought spent 75 cents for them, less than spent for competitors. (See tables 15 and 17.)

## Use of Frozen Concentrated Fruit Drinks Steady



Purchases of frozen concentrated fruit drinks totaled the same in March as in February. This type of product accounted for 7.6 percent of all juices and fruit drinks bought for use in homes in March. In comparison, canned single-strength drinks had 28 percent of the market. (See table 7 and figures 7-9.)

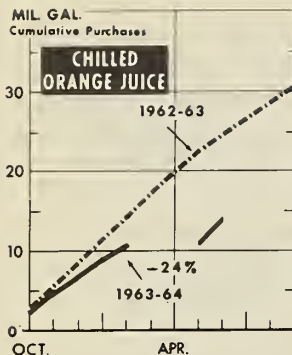
Retail prices were down slightly from February to 15.5 cents per 6-ounce can or 3.5 cents per 6-ounce serving. Canned single-strength juices, in comparison, cost 4.9 cents per serving, and frozen concentrated juices, 6.6 cents. The total amount consumers spent for frozen concentrated drinks was less than one-fifth of the expenditure for frozen concentrated juices. (See tables 14, 15, 17 and figures 7-9.)

## SINGLE-STRENGTH JUICES

### Sales of Chilled Orange Juice Slow

Relatively few buyers and a small size of purchase resulted in the slowest March movement of chilled orange juice since 1960. Prices were high, however, and consumer expenditures remained above prefreeze levels. (See figures 2 and 7-9.)

Purchases were off 24 percent -- 721,000 gallons -- from March 1963 when movement was virtually the largest recorded. The downturn reflected a decrease in the number of buyers from 6.4 to 5.2 percent of the Nation's families, along with a 10 percent decrease in size of purchase.

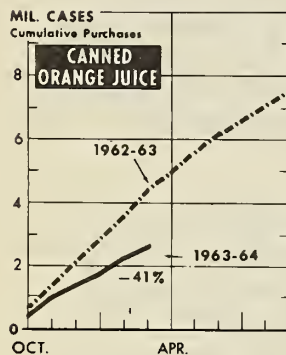


March prices at 48.1 cents per quart were about the same as they have been since mid-1963. However, they were 13 percent higher than a year earlier.

The average buyer spent \$1.48 for chilled orange juice, slightly more than last March and second only to frozen concentrated orange juice. Total consumer outlay in March, although down from the record-high levels that followed the freeze, was still 22 percent above the 1957-61 average for the month. (See tables 15-17.)

Purchases have been comparatively slow in the reporting year begun October 1963, and cumulative movement through March is 24 percent -- 4.3 million gallons -- below the corresponding 6 months of 1962-63. (See figure in margin.) Cumulative expenditures were off about 7 percent.

### New Lows for Canned Orange Juice



Purchases of canned single-strength orange juice dropped to a new low in March and prices rose to a new high. Production of this juice has been declining since the advent of frozen concentrated orange juice in the late 1940's, and output in 1963-64 is below levels that have prevailed for about 20 years.

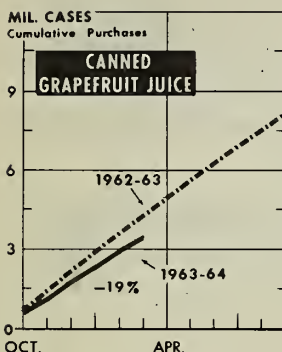
	March		
	1949	1954	1964
Purchases--1,000 cases	2,237	1,203	376
Percent families buying	19.9	11.9	3.8
Cents paid per 46-oz. can	28.8	30.1	58.5

Household purchases were off 54 percent -- 447,000 cases -- from March 1963. Only 3.8 percent of families bought, the smallest proportion recorded in this series begun in 1949. Moreover, the average size of purchase also was about the smallest reported. Prices paid in retail food outlets were a third higher than last March to make this the second most expensive juice reported. (See figures 3 and 7-9.)

Expenditures among families who continued to buy (\$1.00) were up rather sharply from March 1963; but because so few bought, total outlay was down 39 percent. October-March cumulative purchases were off 41 percent -- 1.8 million cases-- from corresponding months of 1962-63. (See figure in margin.) Cumulative expenditures were off 16 percent. (See tables 15-17.)



## Less Spent for Canned Grapefruit Juice



Purchases of canned single-strength grapefruit juice in March 1964 were close to being the smallest recorded in this 15-year series. Consumer expenditures also were down, even though prices rose to a new high. These changes were associated with a decline in this item's production, which may be the lowest in more than 20 years.

	March		
	1949	1954	1964
Purchases--1,000 cases	1,376	1,041	549
Percent families buying	13.9	9.2	4.6
Cents paid per 46-oz. can	23.0	23.3	40.3

March purchases were off 25 percent -- 179,000 cases -- from a year earlier. The slow movement reflected a decrease of 1.3 percentage points in the proportion of families buying and a moderate decrease in the average size of purchase. Both factors of retail sales were practically the smallest reported. (See figures 4 and 7-9.)

Retail prices were up 14 percent from last March to 40.3 cents per 46-ounce can or 5.3 cents per 6-ounce serving. This was the same as the average cost of all juices and fruit drinks. Prior to the freeze, however, grapefruit juice was one of the less expensive products.

The relative advance in price was small compared with the decline in purchases, and total consumer outlay was off 14 percent from last March. This was the first time in the 1963-64 reporting year that expenditures dropped below 1962-63 levels. (See tables 15-17.)

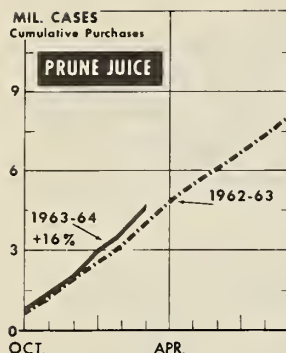
October-March cumulative purchases were down 19 percent or 833,000 cases from corresponding months of 1962-63. (See figure in margin.) But cumulative expenditures still were moderately above the year-earlier level.

## Market for Prune Juice Strong

Consumer purchases and expenditures for prune juice in March 1964 were the third largest recorded in the 15 years purchase data are available. February and January 1964, in that order, were the 2 heaviest months. (See figures 5 and 7-9.)

About 8.6 percent of the Nation's families used prune juice in March compared with 7.8 percent a year earlier. Moreover, the average size of purchase also was slightly larger.





As a result, retail sales were up 15 percent -- 105,000 cases -- from last March and were 26 percent above the 1957-61 average for the month.

Prices paid in March were down moderately to 40.3 cents per quart, the lowest since 1958. Hence, the average buying family expenditure of 93 cents was 3 to 14 cents below those of the preceding 2 years. Nevertheless, because more families are buying, total consumer outlay continues to exceed year-earlier amounts. (See tables 15-17.)

October-March cumulative expenditures were 11 percent above the corresponding period of 1962-63. Cumulative purchases were up 16 percent or 637,000 cases.

### Sales of Other Canned Juices Down

Prices paid for all other canned single-strength juices such as grape, pineapple, tomato, and a wide variety of blends, have held rather close to prefreeze levels in contrast to the sharp increases reported for most competitors. Despite this fact, purchases are on the downturn from the strong market that developed after the freeze, and are currently only moderately above prefreeze levels. (See tables 8, 15 and 17.)

March sales were off 20 percent -- 1.3 million cases -- from the same month of 1963. Movement also was slow in January and February and cumulative purchases through March are down 3 percent -- 1 million cases -- from the corresponding 6 months of 1962-63.

Prices paid for other canned juices were up 6 percent from last March to 31.9 cents per 46-ounce can. Of reported products, only "other" frozen concentrated fruit drinks were less expensive.

Consumer expenditures were down 15 percent from last March. Even so, cumulative expenditures through March remained a little above 1962-63 levels.

### Total Sales of Canned Juices Below Prefreeze Mark

The total quantity of canned single-strength juices bought for home use in March was down 21 percent -- 1.8 million cases -- from a year earlier and was down 3 percent from 2 years earlier. In comparison, use of frozen concentrated juices was down the equivalent of 1.8 million cases from last March. (See table 10 and figures 7-9.)

The setback reflected decreases of 4 percentage points in the proportion of families buying and 15 percent in the

average size of purchase from the unusually high levels that followed the December 1962 freeze.

Retail prices were up 8 percent from last March to 37.3 cents per 46-ounce can or to 4.9 cents per 6-ounce serving. This was 17 percent above the amount paid for canned fruit drinks, but 26 percent below those for frozen concentrated juices.

The average buyer spent only 96 cents for canned juices in March, a decrease of 9 percent from a year earlier. In contrast, family expenditures for most competitors increased over March 1963. (See tables 15-17.)

Total consumer outlay for canned juices was down 14 percent from last March; but even so, October-March cumulative expenditures remained a little above a year earlier. Cumulative purchases were down 7 percent or 3 million cases to match those of the first 6 months of 1961-62.

#### CANNED SINGLE-STRENGTH FRUIT DRINKS

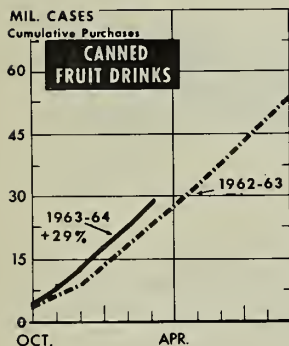
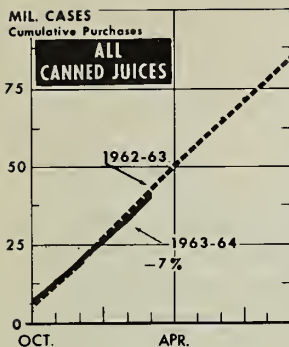
##### Canned Fruit Drinks Have Growing Market

Consumer purchases and expenditures for canned single-strength fruit drinks continue above year-earlier levels, with both the number of families buying and the average size of purchase remaining on the upturn. The relative gains in purchases over prefreeze months are substantial, but the gains in volume are small in comparison with the declines in purchases of the juices. (See tables 11 and 14, and figures 7-9.)

Retail movement of canned fruit drinks in March was up 16 percent -- 768,000 cases -- from a year earlier and up 52 percent from 2 years earlier. Family purchases averaged 3.5 cans among the 26.5 percent that bought. Both factors of sales were among the highest recorded in the 4 years these data are available.

An average of 32.1 cents was paid for a 46-ounce can of fruit drinks in March. Prices have held within 6 percent of this amount since 1959.

The average buyer spent 14 percent more for these products than he did in March 1963. Since the number of buyers also increased, total consumer outlay was up 21 percent or \$2.8 million from last March. In comparison, expenditures for frozen concentrated juices were down \$3.8 million, and those for canned single-strength juices were down \$4 million. (See tables 15-17.)



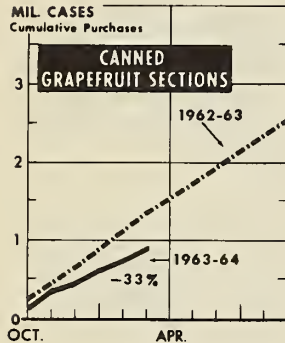


October-March cumulative expenditures for canned fruit drinks were up 34 percent and cumulative purchases up 29 percent -- 6.5 million cases -- from the corresponding 6 months of 1962-63.

## CITRUS SECTIONS AND SALADS

### Market for Canned Grapefruit Sections Continues to Fall

March purchases of canned grapefruit sections were next lowest to December 1963 in this series initiated in 1956. And despite near-record high prices, consumer expenditures were down from most months in recent years. These changes were associated with unusually low output of the product.



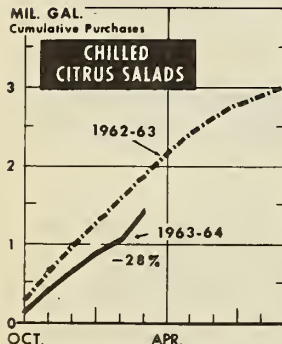
The proportion of families buying (2.9 percent) and the average size of purchase (2.6 cans) were virtually the lowest recorded. As a result, purchases were down a third -- 77,000 cases -- from both a year earlier and the 1957-61 average for the month. (See figures 6-9.)

Prices paid for canned grapefruit sections at 27.5 cents per No. 303 can were about the same as in the preceding 5 months, but were up 20 percent from a year earlier. The typical buyer spent a little more for them than last March, but since relatively few bought, total consumer outlay was down 22 percent. (See tables 15-17.)

Cumulative purchases in the first half of the 1963-64 reporting year were off a third -- 446,000 cases from the same months of 1962-63. (See figure in margin.) Cumulative expenditures were down 14 percent.

### Chilled Citrus Salads Find Few Buyers

Fewer buyers together with a smaller size of purchase this March than last brought a decrease of 22 percent -- 62,000 gallons -- in retail sales of chilled citrus salads and sections. (See tables 9, 16 and 17.)



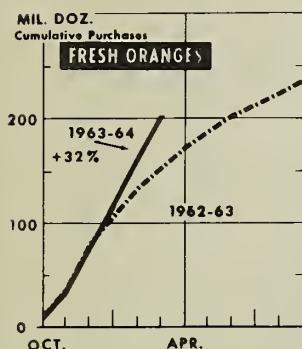
Most of the setback was accounted for by a decline in the number of buyers to only 1.3 percent of the Nation's families. The average size of purchase was down slightly to 1.3 quarts.

Retail prices were up a little to 74.6 cents per quart. Nonetheless, March expenditures, as well as October-March cumulative expenditures, were 19 percent below corresponding periods of 1962-63. Cumulative purchases, were down 28 percent or 541,000 gallons. (See figure in margin.)



## FRESH ORANGES AND GRAPEFRUIT

### Purchases of Fresh Oranges Doubles

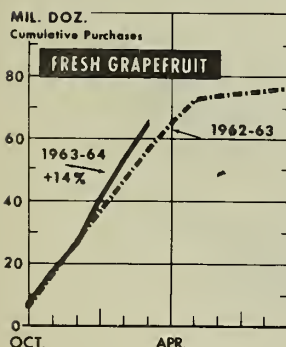


Consumers bought twice as many fresh oranges in March 1964 as in the same month of 1963. Movement also was comparatively heavy in January and February, and October-March cumulative purchases are a third -- 49 million dozen -- larger than in corresponding months of 1962-63. (See table 12 and figures 7-9.)

Size of purchase averaged 2 dozen oranges among the 38 percent of families that bought. Last March, purchases averaged only 18 oranges with 26 percent of families buying.

Retail prices held at 57.6 cents per dozen, and as in January and February were much lower than a year earlier. Nevertheless, because of the increase in purchases, buying family expenditures were up slightly from last March and total consumer expenditures were up 56 percent. (See tables 15-17.) Moreover, October-March cumulative expenditures were 25 percent above 1962-63 despite the lower prices.

### One-Fourth of Families Buy Fresh Grapefruit



March purchases of fresh grapefruit were up 21 percent -- 2.1 million dozen -- from the same month of 1963. Most of this gain was explained by an increase in the number of buyers from 21.8 to 25.5 percent of the Nation's families; the average size of purchase held at about 10 grapefruit per buying family. (See table 13 and figures 7-9.)

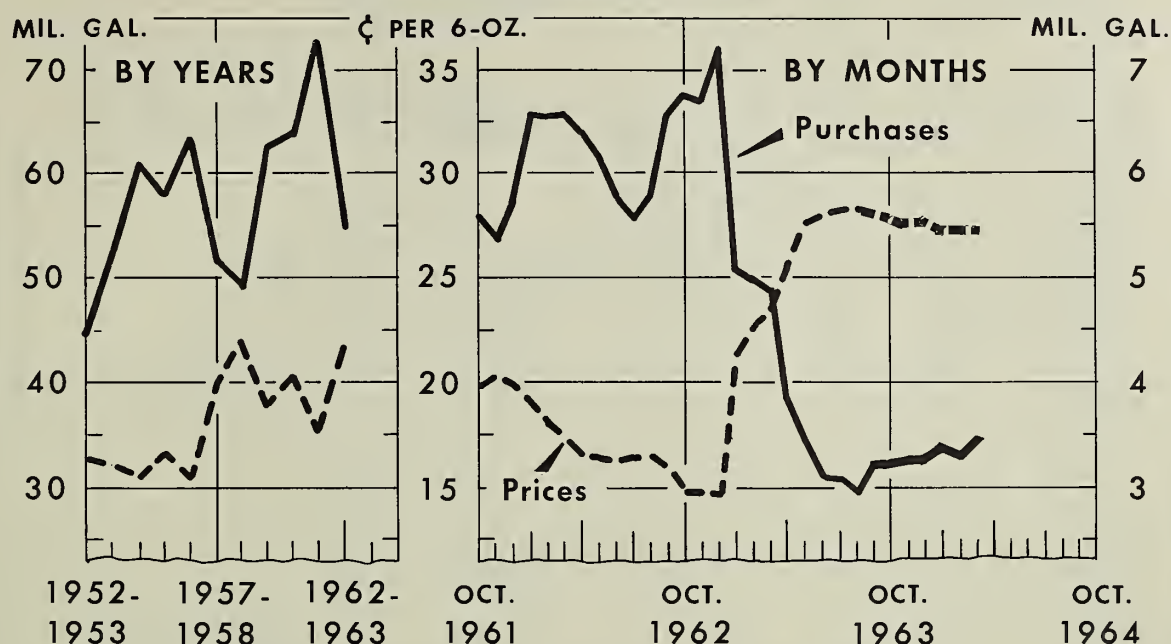
Retail prices rose moderately to reach \$1.17 per dozen grapefruit. The average buyer spent 98 cents for them, compared with 82 cents for canned grapefruit juice and 71 cents for canned grapefruit sections. Total outlay for fresh grapefruit in March was 30 percent above a year earlier. (See tables 15-17.)

October-March cumulative purchases were 14 percent or 8.3 million dozen above the same period of 1962-63. Cumulative expenditures were up 30 percent.



# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855	3,494	28.2	20.5	40.2	38.3	19.6	23.2	27.4
Jan.-Mar.	15,691	14,904	10,175	---	---	---	---	---	---	---
Apr.	5,147	3,801		23.2		38.1		19.3	25.4	
May	4,941	3,393		21.7		36.3		19.3	27.5	
June	4,740	3,069		19.2		37.1		19.5	27.8	
Apr.-June	14,828	10,263		---		---		---	---	
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



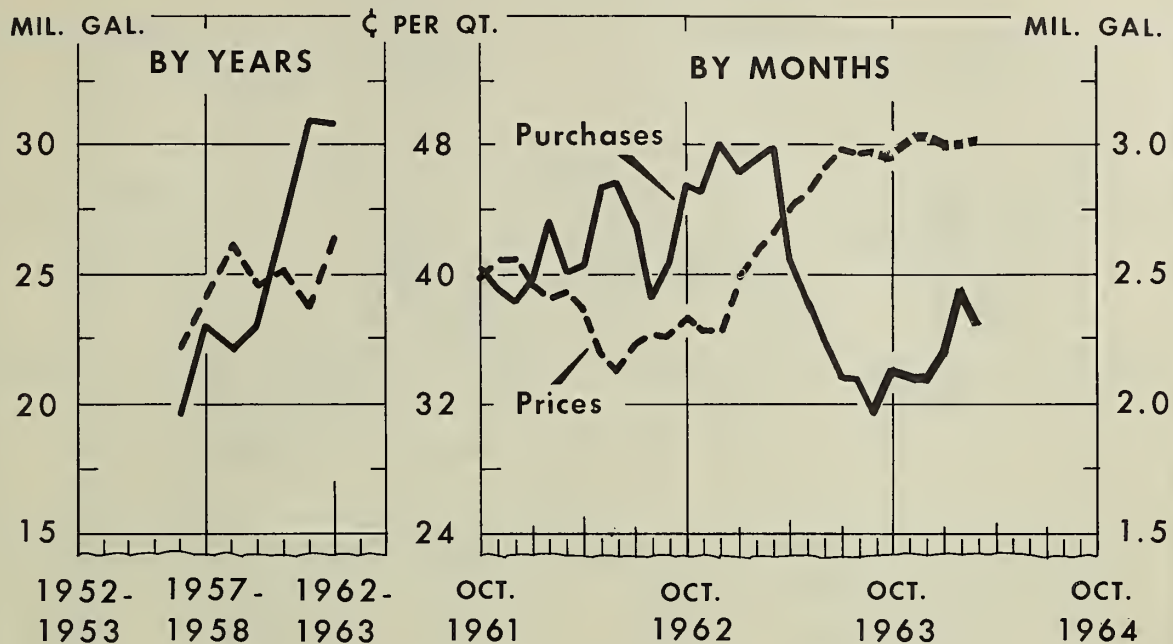
Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Per buying family			Expenditures All families		
	1957-1958	1962-1963	Change	1957-1958	1962-1963	Difference	1957-1958	1962-1963	Change	1957-1958	1962-1963	Change	1957-1958	1962-1963	Change	1957-1958	1962-1963	Change
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Oz.	Oz.	Pct.	Cents	Cents	Pct.	Dol.	Dol.	Pct.	1,000 dol.	1,000 dol.	Pct.
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	+4.6	15.9	15.2	+4.6	1.24	1.32	+6.5	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	+3.2	15.9	15.4	+3.2	1.18	1.32	+11.9	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	-1.3	15.7	15.9	-1.3	1.19	1.35	+13.4	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42	+12.7	21.3	18.9	+12.7	1.34	1.49	+11.2	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41	+11.3	22.6	20.3	+11.3	1.38	1.53	+10.9	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	+9.4	23.2	21.2	+9.4	1.45	1.55	+6.9	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	+14.4	25.4	22.2	+14.4	1.47	1.61	+9.5	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	+22.2	27.5	22.5	+22.2	1.56	1.66	+6.4	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	+16.3	27.8	23.9	+16.3	1.41	1.72	+22.0	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	+16.1	28.1	24.2	+16.1	1.46	1.71	+17.1	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	+14.6	28.2	24.6	+14.6	1.46	1.70	+16.4	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	+13.4	28.0	24.7	+13.4	1.50	1.72	+14.7	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	--	--	+8.5	21.7	20.0	+8.5	---	---	---	220,505	254,507	+15.4
October	1958-1959	1963-1964	---	1958-1959	1963-1964	---	1958-1959	1963-1964	---	1958-1959	1963-1964	---	1958-1959	1963-1964	---	1958-1959	1963-1964	---
November	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36	+11.7	27.7	24.8	+11.7	1.58	1.68	+6.3	19,803	19,134	-3.4
December	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37	+9.6	27.4	25.0	+9.6	1.56	1.69	+8.3	19,445	19,073	-1.9
January	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36	+9.0	27.8	25.5	+9.0	1.58	1.69	+7.0	17,821	19,215	+7.8
February	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36	+24.1	27.3	22.0	+24.1	1.51	1.64	+8.6	20,481	19,790	-3.4
March	4,436	3,283	-26.0	26.2	20.4	-5.8	42	36	+33.7	27.4	20.5	+33.7	1.42	1.66	+16.9	19,400	19,190	-1.1
April	4,367	3,494	-20.0	26.1	20.5	-5.6	42	38	+35.0	27.4	20.3	+35.0	1.42	1.75	+23.2	18,912	20,423	+8.0
May	4,448	---	---	25.8	---	---	43	---	---	---	---	---	1.45	---	---	---	---	---
June	4,131	---	---	24.8	---	---	41	---	---	---	---	---	1.42	---	---	---	---	---
July	4,066	---	---	25.9	---	---	40	---	---	---	---	---	1.41	---	---	---	---	---
August	4,018	---	---	24.5	---	---	40	---	---	---	---	---	1.46	---	---	---	---	---
September	3,971	---	---	24.5	---	---	41	---	---	---	---	---	1.53	---	---	---	---	---
Season 3/	48,975	---	---	---	---	---	--	--	---	22.1	22.1	---	---	---	---	230,755	---	---

1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.  
2/ Data are for 4-week periods to facilitate comparisons.  
3/ 48-week periods.

# CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

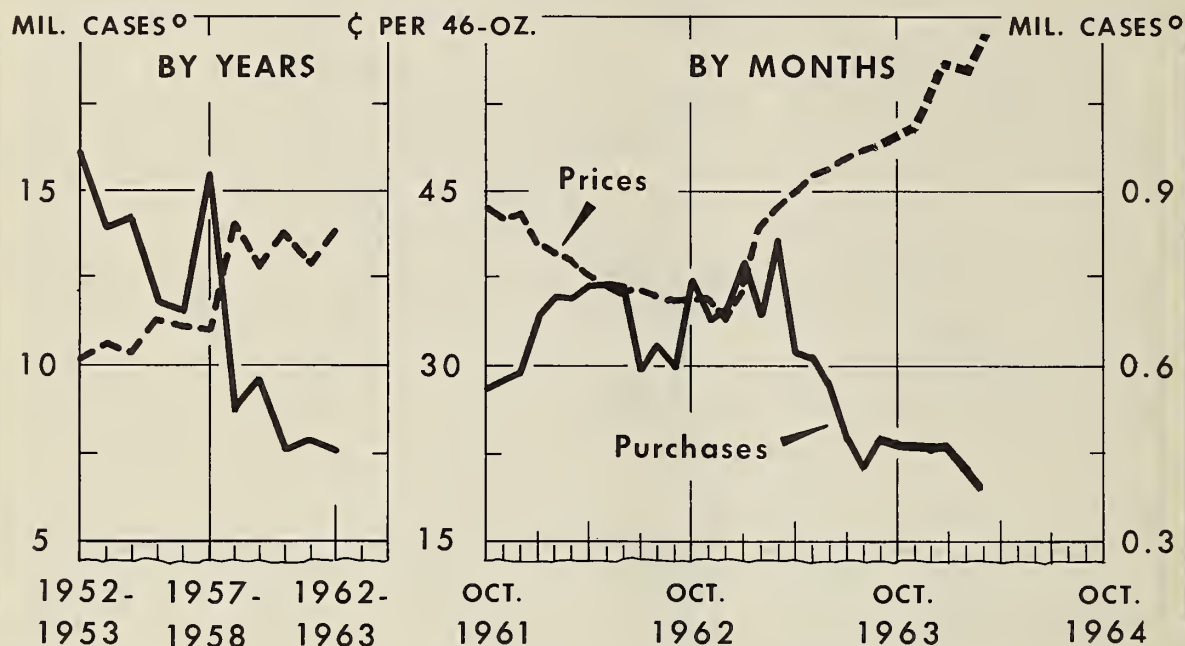
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997	2,276	6.4	5.2	109.3	98.7	39.6	42.4	48.1
Jan.-Mar.	6,653	8,829	6,913	---	---	---	---	---	---	---
Apr.	2,239	2,555	---	5.6	---	106.5	---	39.3	44.1	---
May	2,339	2,393	---	5.5	---	100.4	---	38.7	44.9	---
June	2,291	2,249	---	5.4	---	96.6	---	38.3	46.6	---
Apr.-June	6,869	7,197	---	---	---	---	---	---	---	---
July	2,064	2,099	---	5.1	---	94.2	---	39.1	47.7	---
Aug.	1,901	2,094	---	4.9	---	98.4	---	39.6	47.4	---
Sept.	1,974	1,951	---	4.6	---	98.8	---	39.6	47.5	---
July-Sept.	5,939	6,144	---	---	---	---	---	---	---	---
Season	25,339	30,832	---	---	---	---	---	39.3	42.1	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

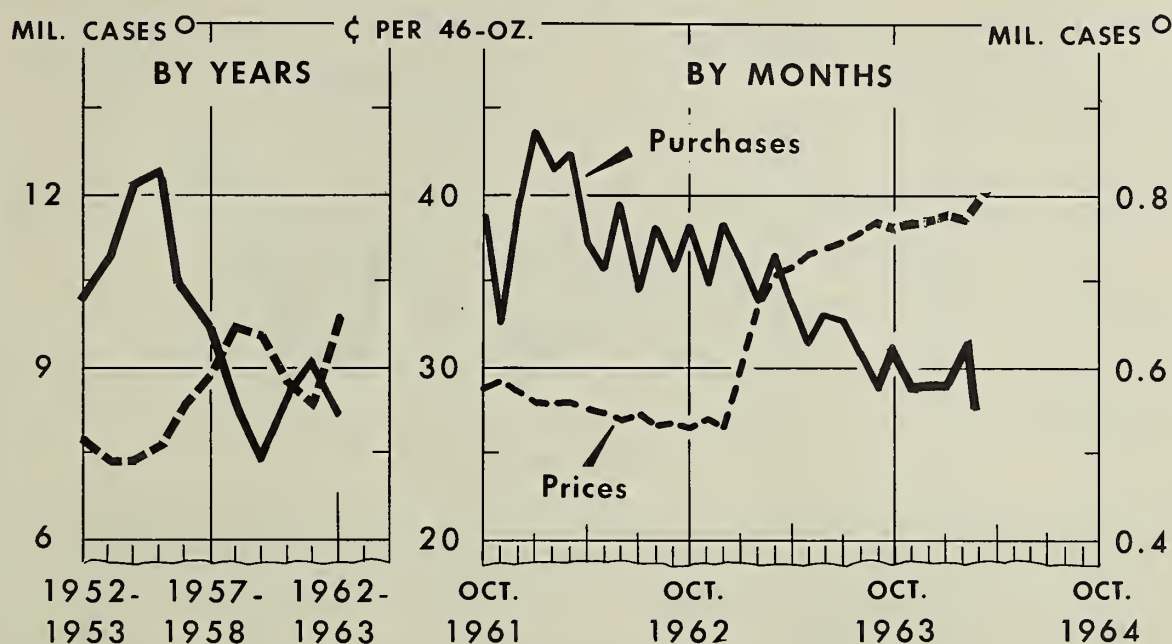
Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823	376	6.9	3.8	93.8	78.8	37.5	43.5	58.5
Jan.-Mar.	2,716	2,282	1,244	---	---	---	---	---	---	---
Apr.	881	618		5.7		84.6		37.8	44.9	
May	838	611		5.3		90.4		37.9	46.4	
June	806	564		5.1		86.4		37.7	46.8	
Apr.-June	2,525	1,793		---		---		---	---	
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.



# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.  $\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

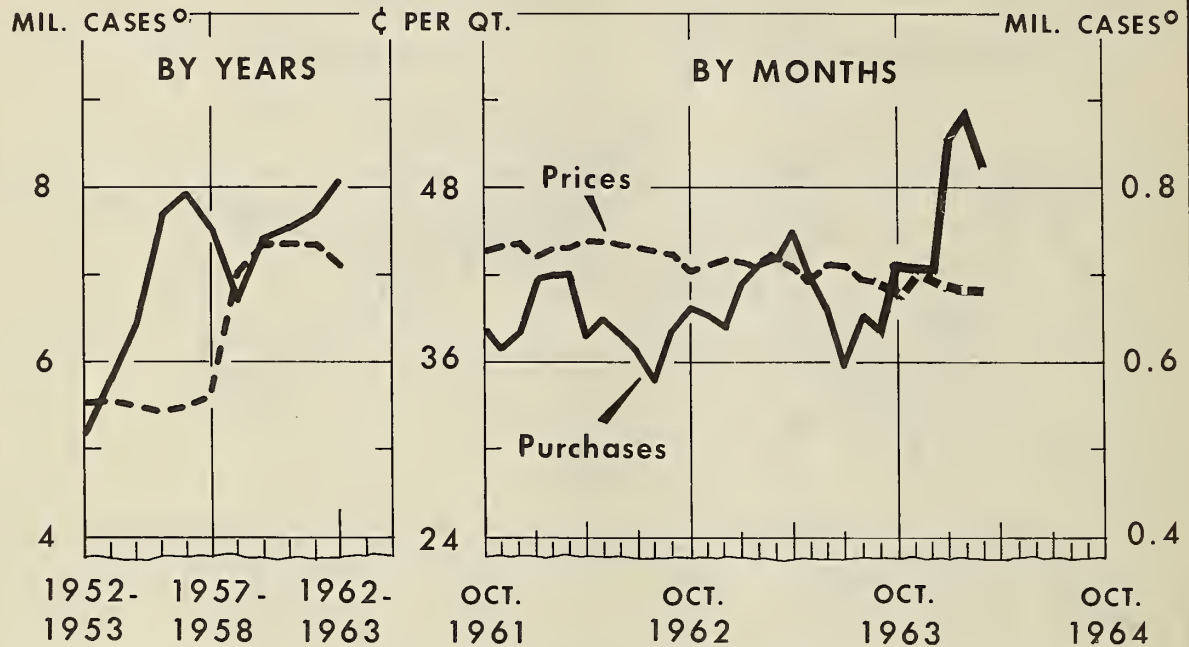
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5	38.5
Mar.	738	728	549	5.9	4.6	97.8	93.5	30.1	35.3	40.3
Jan.-Mar.	2,208	2,128	1,760	---	---	---	---	---	---	---
Apr.	793	668		5.2		99.9		29.1	35.7	
May	781	621		5.0		97.8		28.9	36.5	
June	714	659		5.4		95.6		29.2	36.7	
Apr.-June	2,288	1,948		---		---		---	---	
July	632	652		5.1		99.6		30.3	37.1	
Aug.	683	606		4.5		103.8		29.9	37.7	
Sept.	663	568		4.8		92.9		30.3	38.5	
July-Sept.	1,978	1,826		---		---		---	---	
Season	8,572	8,129		---		---		30.0	33.1	

$\frac{1}{2}$  Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

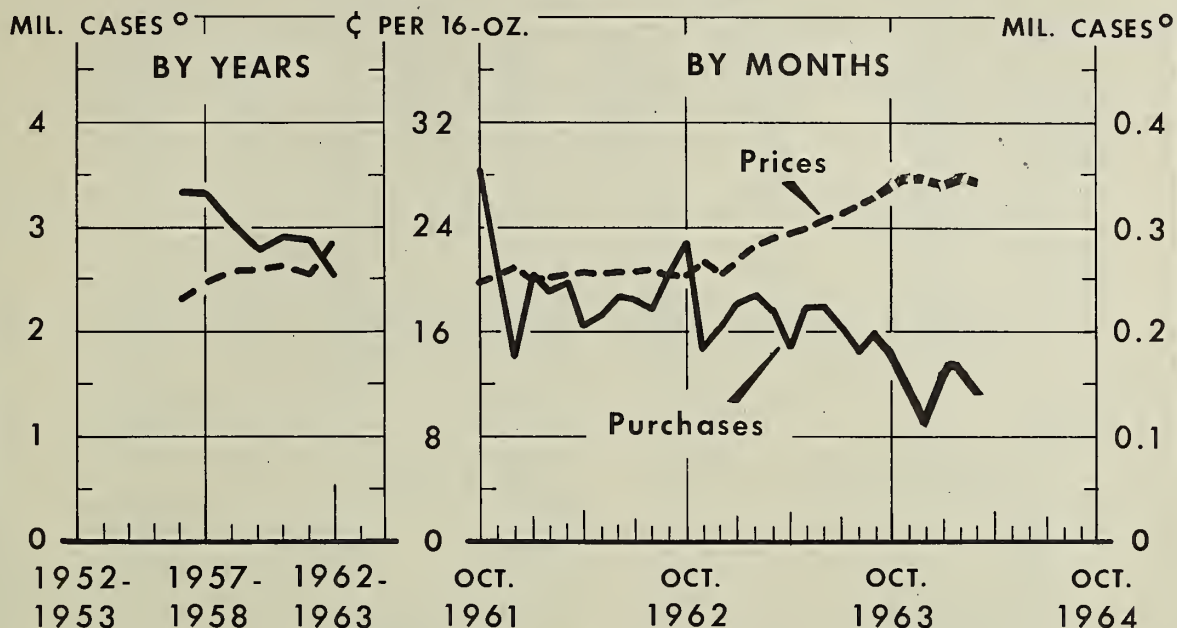
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719	824	7.8	8.6	72.6	73.5	41.5	43.2	40.5
Jan.-Mar.	1,959	2,128	2,568	---	---	---	---	---	---	---
Apr.	602	749		8.1		72.8		41.7	42.3	
May	607	700		7.4		74.1		41.8	41.2	
June	600	659		7.1		72.3		41.7	42.4	
Apr.-June	1,809	2,108		---		---		---	---	
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219	142	3.9	2.9	48.4	41.4	20.4	22.9	27.5
Jan.-Mar.	709	680	465	---	---	---	---	---	---	---
Apr.	227	182		3.4		47.1		20.3	23.3	
May	233	223		3.9		49.2		20.4	23.8	
June	255	223		3.9		50.7		20.5	24.5	
Apr.-June	715	628		---		---		---	---	
July	264	204		3.4		51.4		20.7	24.7	
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.



Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period 1/	Orange						Other						Total					
	: Proportion:			Purchases:			: Proportion:			Purchases:			: Proportion:			Purchases:		
	Total :	of :	per :	Total :	of :	per :	Total :	of :	per :	Total :	of :	per :	Total :	of :	per :	Total :	of :	per :
	purchases:	families :	buying :	purchases:	families :	buying :	purchases:	families :	buying :	purchases:	families :	buying :	purchases:	families :	buying :	purchases:	families :	buying :
	1,000	Percent	Ounces	1,000	Percent	Ounces	1,000	Percent	Ounces	1,000	Percent	Ounces	1,000	Percent	Ounces	1,000	Percent	Ounces
	gals.		Cents	gals.		Cents	gals.		Cents	gals.		Cents	gals.		Cents	gals.		Cents
1963																		
April	423	3.3	29.9	1,035	---	17.7	1,458	---	12.5	1,458	---	12.5	1,458	---	12.5	1,458	---	14.0
May	523	4.8	25.2	1,996	---	16.5	2,519	---	11.8	2,519	---	11.8	2,519	---	11.8	2,519	---	12.8
June	692	5.6	25.0	3,021	---	16.5	3,623	---	11.8	3,623	---	11.8	3,623	---	11.8	3,623	---	12.5
Apr.-June	1,548	---	---	6,052	---	---	7,600	---	---	7,600	---	---	7,600	---	---	7,600	---	---
July	703	5.7	28.6	3,774	---	14.6	4,477	---	11.7	4,477	---	11.7	4,477	---	11.7	4,477	---	12.1
August	726	6.0	27.9	2,956	---	15.3	3,682	---	11.8	3,682	---	11.8	3,682	---	11.8	3,682	---	12.5
September	654	5.0	30.2	1,732	---	15.8	2,386	---	11.5	2,386	---	11.5	2,386	---	11.5	2,386	---	12.7
July-Sept.	2,083	---	---	8,462	---	---	10,545	---	---	10,545	---	---	10,545	---	---	10,545	---	---
1963-64																		
October	580	4.4	30.4	924	---	17.0	1,504	---	13.2	1,504	---	13.2	1,504	---	13.2	1,504	---	14.7
November	445	3.7	27.0	632	---	17.7	1,077	---	13.9	1,077	---	13.9	1,077	---	13.9	1,077	---	15.5
December	364	3.0	27.7	553	4.2	18.0	917	---	13.5	917	---	13.5	917	---	13.5	917	---	15.2
Oct.-Dec.	1,389	---	---	2,109	---	---	3,498	---	---	3,498	---	---	3,498	---	---	3,498	---	---
January	574	4.9	26.8	627	4.7	17.6	1,201	---	14.3	1,201	---	14.3	1,201	---	14.3	1,201	---	15.9
February	580	4.7	28.0	546	4.3	17.4	1,126	---	14.5	1,126	---	14.5	1,126	---	14.5	1,126	---	16.0
March	459	3.7	27.8	672	4.7	17.7	1,131	---	14.6	1,131	---	14.6	1,131	---	14.6	1,131	---	15.5
Jan.-Mar.	1,613	---	---	1,845	---	---	3,458	---	---	3,458	---	---	3,458	---	---	3,458	---	---
April																		
May																		
June																		
Apr.-June																		
July																		
August																		
September																		
July-Sept.																		
Season																		

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8
Oct.-Dec.	1,994	2,510			13,173	14,365				
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	108.2	29.8	31.8
Mar.	1,106	944	19.1	21.6	6,242	4,982	36.6	105.2	30.0	31.9
Jan.-Mar.	3,215	2,932			17,449	15,228				
Apr.	1,161		19.2		5,605				30.5	
May	1,208		19.4		5,510				30.2	
June	975		20.3		5,171				30.8	
Apr.-June	3,344				16,286					
July	903		20.3		4,720				31.4	
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672						
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2	45.4	49.6	70.2	75.8
Mar.	286	224	1.6	1.3	42.5	41.8	72.5	74.6
Jan.-Mar.	879	697						
Apr.	284		1.4		47.2		75.0	
May	258		1.4		43.2		76.8	
June	180		1.0		44.1		77.5	
Apr.-June	722							
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.



Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1957-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1957-61 :	1963 :	1964 :
	1,000	1,000	1,000							
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512	6,731	47.9	43.9	140	118.4	---	34.5	37.3
Jan.-Mar.	20,886	23,987	20,800	---	---	---	---	---	---	---
Apr.	6,875	7,640		45.7		131		---	35.1	
May	6,817	7,442		44.9		130		---	34.8	
June	6,454	7,053		43.6		127		---	35.4	
Apr.-June	20,146	22,135		---		---		---	---	
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average :	1962- :	1963- :	1962- :	1963- :	1962- :	1963- :	Average :	1962- :	1963- :
	1959-61 :	1963 :	1964 :	1963 :	1964 :	1963 :	1964 :	1959-61 :	1963 :	1964 :
	1,000	1,000	1,000							
	<u>cases</u>	<u>cases</u>	<u>cases</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703	5,471	25.5	26.5	145	160.3	31.7	30.9	32.1
Jan.-Mar.	10,005	13,473	16,189	---	---	---	---	---	---	---
Apr.	3,558	5,075		26.4		151		31.7	30.9	
May	3,758	5,169		26.5		153		31.7	31.0	
June	4,027	5,035		26.4		149		31.3	31.3	
Apr.-June	11,343	15,279		---		---		---	---	
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,592	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	42,941	20,699	41,937	25.6	38.0	17.7	23.7	51.8	74.6	57.6
Jan.-Mar.	140,039	73,327	128,525	---	---	---	---	---	---	---
Apr.	35,817	18,016		22.5		17.5		53.7	77.4	
May	29,927	16,790		20.8		17.6		51.3	75.3	
June	21,441	13,997		17.4		17.5		54.2	68.6	
Apr.-June	87,185	48,803		---		---		---	---	
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814		---		---		---	---	
Season	370,884	236,067		---		---		49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	14,106	9,963	12,027	21.8	25.5	10.0	10.1	85.2	108.6	117.2
Jan.-Mar.	42,125	29,371	37,964	---	---	---	---	---	---	---
Apr.	11,086	8,933		19.4		10.0		94.1	115.6	
May	6,769	5,946		15.0		8.6		107.3	133.2	
June	3,422	2,663		8.7		6.7		116.3	163.5	
Apr.-June	21,277	17,542		---		---		---	---	
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067		---		---		---	---	
Season	96,337	76,695		---		---		90.5	107.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks			Total all products		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1963-64	1963-64	1963-64	1963-64	1963-64	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027		
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	1,407	1,407	17,239		
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	1,201	1,201	17,181		
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447		
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	1,553	1,553	19,477		
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,591	18,509	1,448	1,448	1,448	19,957		
March	10,109	8,192	5,739	6,350	8,272	6,925	3,601	4,703	5,471	20,060	21,167	18,135	1,480	1,480	1,480	19,615		
Jan.-March	30,360	24,687	17,109	18,898	23,387	21,270	10,629	13,473	16,189	59,887	61,547	54,568	4,481	4,481	4,481	59,049		
April	9,766	6,547		6,073	7,730		3,708	5,075		19,547	19,352							
May	9,539	5,962		6,172	7,641		4,000	5,169		19,711	18,772							
June	9,214	5,526		6,985	6,985		4,023	5,035		18,921	17,546							
Apr.-June	28,519	18,035		17,929	22,356		11,731	15,279		58,179	55,670							
July	8,639	5,354		5,534	6,384		4,054	5,600		18,227	17,338							
August	8,963	5,120		5,187	6,424		3,506	5,241		17,656	16,785							
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301							
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424							
Cumulative																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027		
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885	3,381	3,381	3,381	36,266		
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447		
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789	6,135	6,135	6,135	72,924		
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	7,583	7,583	92,881		
March	56,447	56,020	33,646	36,439	40,871	40,754	19,168	22,541	29,033	112,054	119,432	103,433	9,063	9,063	9,063	112,496		
April	66,213	62,567		42,512	48,601		22,876	27,616		131,601	138,784							
May	75,752	68,529		48,684	56,242		26,876	32,785		151,312	157,556							
June	84,966	74,055		54,368	63,227		30,899	37,820		170,233	175,102							
July	93,605	79,409		59,902	69,611		34,953	43,420		188,460	192,440							
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225							
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526							

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.  
\* Revised.  
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date <sup>1/</sup>

Month and year	Frozen concentrated 3/ Juices						Fruit drinks		Chilled orange juice	Canned single-strength juices						Canned single- strength fruit drinks	Average 5/																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
	Orange			Other			Orange			Grapefruit			Prune					Other																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents		Cents	Cents	Cents	Cents	Cents	Cents			Cents	Cents	Cents																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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<sup>1/</sup> Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. <sup>2/</sup> 4-weeks (28-days) per month; 48-weeks per season. <sup>3/</sup> Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. <sup>4/</sup> Includes citrus blends. <sup>5/</sup> Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.



Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated		Chilled orange juice	Canned single-strength juices			Canned single-strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Orange : Orange juice : drink			Orange : Grapefruit	Prune	ALL 3/					
	Dols.	Dols.									
1962-63											
October	1.32	---	1.30	.73	.60	.99	.92	.69	.83	.96	.60
November	1.32	---	1.21	.70	.60	.99	.89	.65	.90	.79	.68
December	1.55	---	1.26	.68	.64	1.07	.88	.69	.88	.92	.77
January	1.49	---	1.31	.74	.63	1.02	.95	.70	.86	1.05	.84
February	1.53	---	1.37	.73	.68	.98	.98	.75	1.00	1.14	.88
March	1.55	---	1.45	.89	.75	.98	1.05	.69	.96	1.10	.90
April	1.61	.88	1.47	.83	.78	.96	1.00	.69	1.11	1.13	.96
May	1.66	.69	1.41	.91	.78	.95	.98	.73	1.04	1.10	.95
June	1.72	.69	1.41	.88	.76	.96	.98	.78	1.07	1.00	.91
July	1.71	.70	1.40	.80	.80	.97	.94	.79	.94	.94	.74
August	1.70	.71	1.46	.83	.85	.97	.97	.81	1.16	.96	.65
September	1.72	.79	1.47	.86	.78	.96	.99	.86	1.17	.90	.52
1963-64											
October	1.68	.86	1.44	.86	.80	.99	.99	.83	1.07	.92	.70
November	1.69	.80	1.55	.94	.81	1.00	.94	.75	1.02	.89	.86
December	1.69	.83	1.49	.92	.79	.97	.95	.69	1.01	1.00	.89
January	1.64	.79	1.37	.97	.84	1.00	.99	.77	1.06	1.12	.94
February	1.66	.81	1.48	.93	.84	1.00	.99	.86	1.17	1.14	.98
March	1.75	.82	1.48	1.00	.82	.93	.96	.71	.98	1.14	.98
April											
May											
June											
July											
August											
September											

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Includes the detailed as well as all other canned juices.



Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges: fruit	Fresh grape- fruit	Total 4/
	Orange		Grape- fruit			Prune	Other 3/								
	dols.	Other 3/	dols.	Other 3/											
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290	9,528	1,719	784	8,042	5,593	(75,754)
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724	8,644	1,158	971	12,048	9,238	(81,777)
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097	8,533	1,224	813	20,967	10,033	(92,576)
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954	11,915	1,457	765	18,394	9,788	(97,554)
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439	13,328	1,573	834	18,441	10,884	(103,701)
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613	13,661	1,505	830	15,441	10,820	(103,457)
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	16,072	14,724	1,272	852	13,944	10,327	100,529
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,635	15,042	1,592	793	12,643	7,920	98,377
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,956	14,796	1,639	557	9,602	4,354	90,765
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	13,918	16,377	1,512	465	7,462	1,281	86,574
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	14,013	15,484	1,375	443	6,236	774	81,291
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	14,137	13,595	1,566	393	6,699	1,144	78,386
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	174,848	155,627	17,592	8,500	149,919	82,156	(1,090,741)
1963-64															
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487	13,914	1,482	605	7,895	7,519	86,291
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	13,664	12,066	1,193	706	12,307	11,264	89,965
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	14,051	13,011	919	633	22,847	11,782	100,900
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	15,345	15,356	1,323	676	24,530	14,258	113,199
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300	4,855	15,350	16,954	1,317	761	25,215	14,467	115,596
March	20,423	4,350	1,733	2,007	4,379	2,066	2,078	4,505	14,925	16,493	1,172	668	24,156	14,096	113,651
April															
May															
June															
July															
Aug.															
Sept.															
Season															

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit.

2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.

Table 18.---SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, March 1963 and 1964 1/

Product	Total consumer purchases				Proportion of families buying		Purchases per buying family					Average prices paid		
	Volume		Share of market 2/				Number		Average size		Quantity per month	Average prices paid		
	March 1963	March 1964	Change	Pct.	March 1963	March 1964	March 1963	March 1964	March 1963	March 1964		Unit	March 1963	March 1964
FROZEN CONCENTRATED JUICES:	1,000	1,000												
Orange	gals. 4,855	gals. 3,494	Pct. -28	21.1	Pct. 28.2	20.5	No. 2.0	Ozs. 20.2	Ozs. 19.2	Ozs. 40.2	Ozs. 38.3	Ozs. 6	Cents 27.4	Cents 27.4
Other	1,106	944	-15	5.7	---	7.6	---	---	16.0	---	28.5	6	19.1	21.6
Total	5,961	4,438	-26	26.8	---	---	---	---	---	---	---	*	5.6	6.6
FROZEN CONC. FRUIT DRINKS:														
Orange	---	459	---	2.8	---	3.7	---	---	20.2	---	27.8	6	---	17.9
Other	---	672	---	4.8	---	4.7	---	---	19.2	---	32.3	6	---	14.0
Total	---	1,131	---	7.6	---	---	---	---	---	---	---	*	---	3.5
CHILLED ORANGE JUICE	2,997	2,276	-24	3.4	6.4	5.2	2.6	41.9	40.5	109.3	98.7	32	42.4	48.1
												*	8.0	9.0
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000												
Orange	cases 823	cases 376	-54	1.9	6.9	3.8	1.7	54.6	46.2	93.8	78.8	46	43.5	58.5
Grapefruit	728	549	-25	2.8	5.9	4.6	1.5	64.9	58.3	97.8	93.5	46	35.3	40.3
Prune	719	824	+15	4.2	7.8	8.6	1.8	41.2	42.7	72.6	73.5	32	43.2	40.5
Other	6,242	4,982	-20	25.4	---	36.6	---	---	52.4	---	105.2	46	30.0	31.9
Total	8,512	6,731	-21	34.3	47.9	43.9	2.5	56.6	51.0	139.8	118.4	*	4.5	4.9
CANNED S/S FRUIT DRINKS	4,703	5,471	+16	27.9	25.5	26.5	2.0	73.0	73.3	145.3	160.3	46	30.9	32.1
												*	4.0	4.2
TOTALS (Ready-to-Drink): 4/														
Juices & s/s fruit drinks	21,167	18,135	-14	92.4	---	---	---	---	---	---	---	*	4.9	5.3
Juices & all fruit drinks	---	19,615	---	100.0	---	---	---	---	---	---	---	*	---	5.2
CANNED GRAPEFRUIT SECTIONS	219	142	-35	---	3.9	2.9	1.4	33.8	30.6	48.4	41.4	16	22.9	27.5
CHILLED CITRUS SALADS	1,000	1,000												
	gals. 286	gals. 224	-22	---	1.6	1.3	1.5	27.8	29.5	42.5	41.8	32	72.5	74.6
FRESH CITRUS FRUIT:	1,000	1,000												
Oranges	doz. 20,699	doz. 41,937	+103	---	25.6	38.0	1.8	9.6	12.3	17.7	23.7	1	74.6	57.6
Grapefruit	9,963	12,027	+21	---	21.8	25.5	1.9	5.2	5.3	10.0	10.1	1	108.6	117.2

1/ Data are for 4-week (28-day) periods. 2/ Includes frozen concentrated fruit drinks beginning October 1963, hence not comparable with previous data. 3/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for Grapefruit sections. 4/ Frozen concentrated juices and orange drink converted to single-strength at 4 to 1; other frozen drinks at 4.7 to 1. The latter represents an approximation as quantities marketed by concentration are not known.

\*Per 6-ounce serving.

## CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

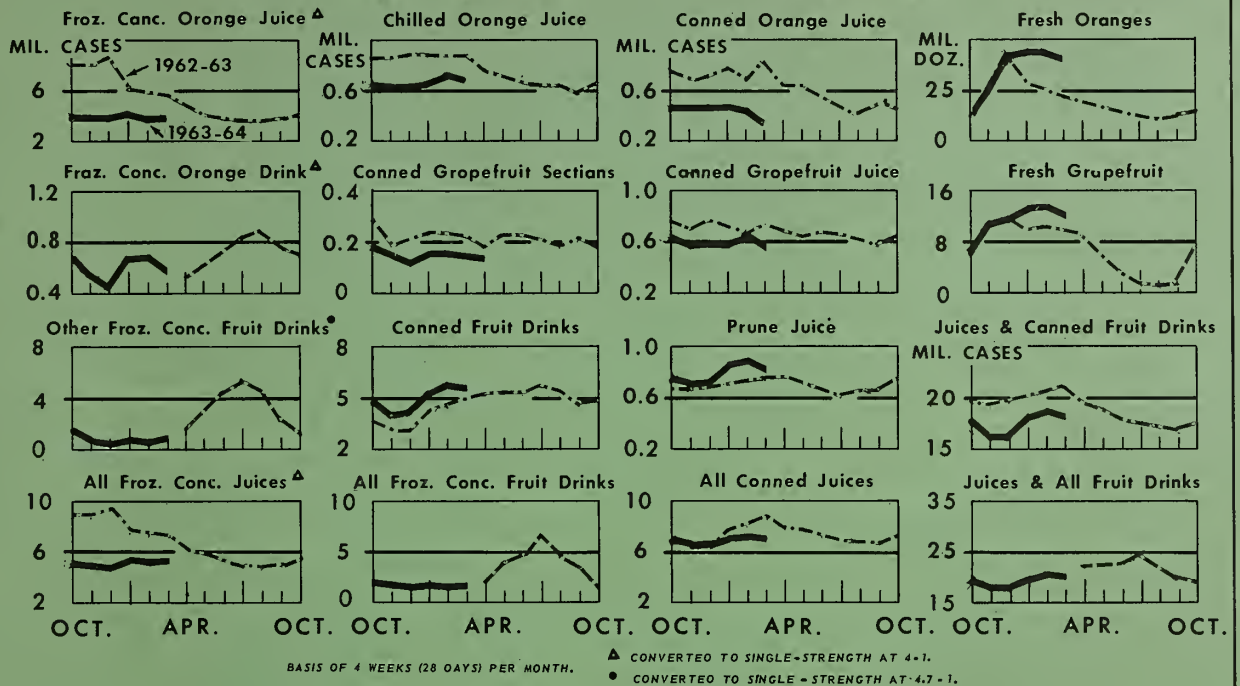


Figure 7

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

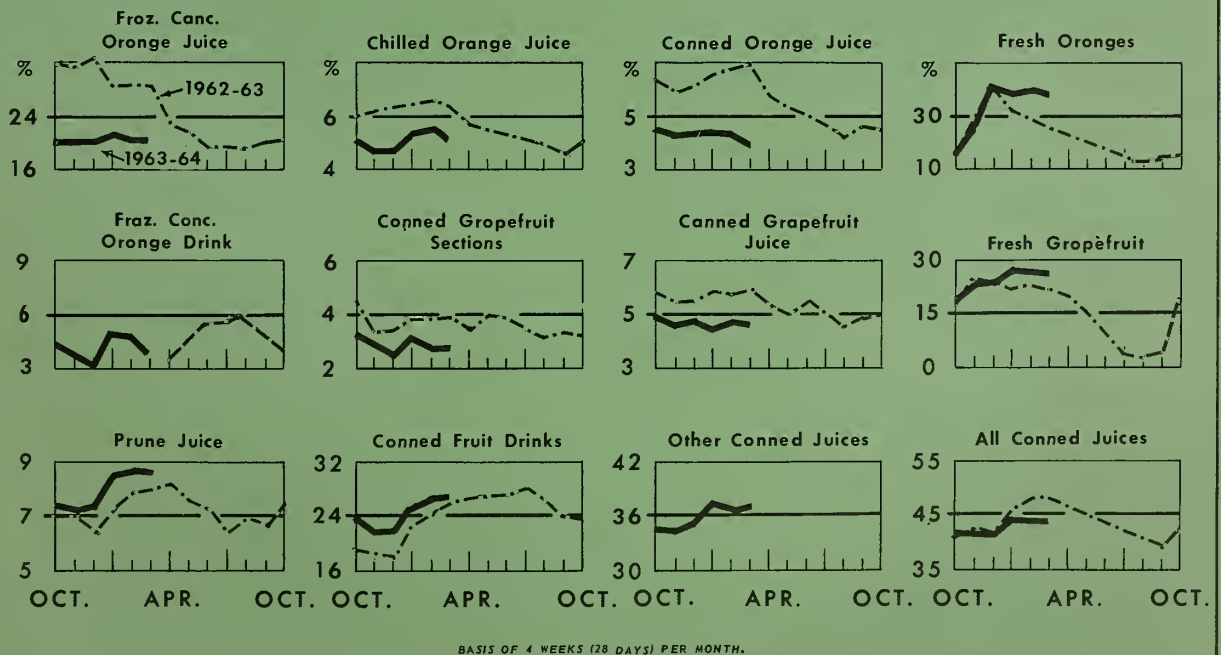


Figure 8

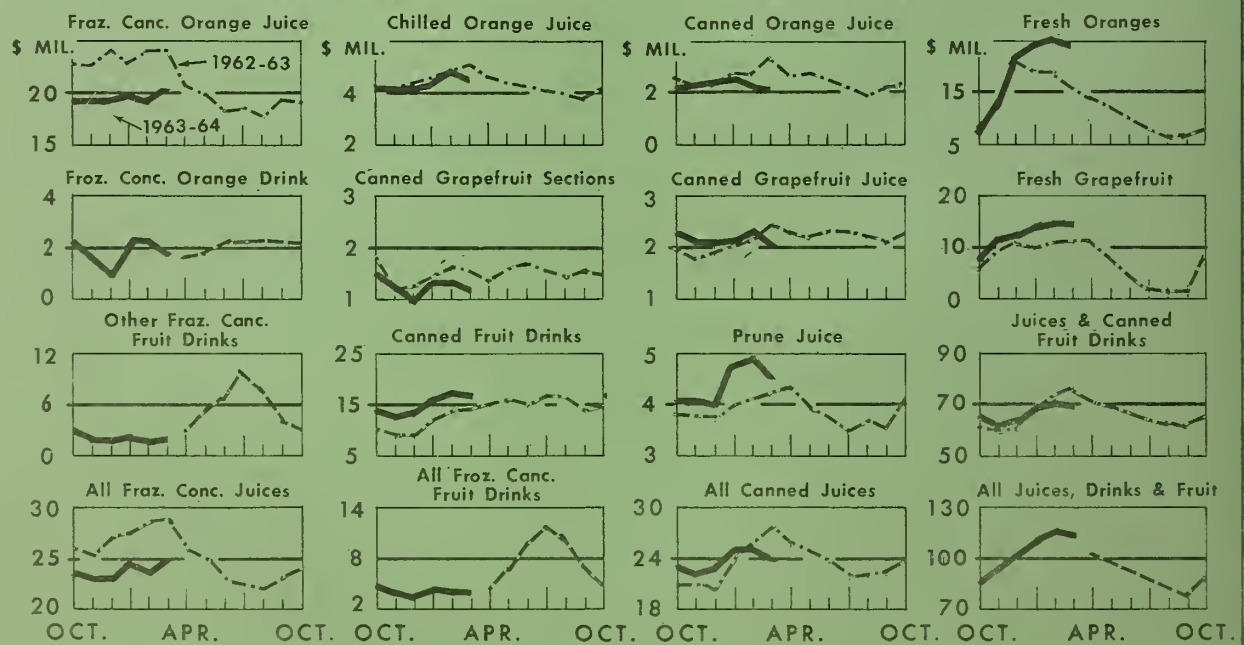


Washington D. C. 20250

Official Business

## CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9